

14TH INTERNATIONAL AGENDA SETTING CONFERENCE

MIND
THE **PERCEPTION** GAP



OCTOBER 23-25, 2013

BERLIN



14th INTERNATIONAL AGENDA SETTING CONFERENCE

Mind the perception gap

When Media Tenor started out in 1993, journalists stated: “We don’t make an impact.” At Media Tenor’s first Agenda Setting Conference in Leipzig in 1999, some award winners would not even attend because “the media do not set the agenda.”

20 years later, it is no longer a matter of discussion whether news selection leaves its mark on the reader or viewer when Greece, who contributed only 1.5% of Europe’s economic output during good times, receives 60% of the attention in opinion-leading media, this does set the agenda. And this applies not only for tourists but also for investors or central banks.

But it is not only the continued development in the field of strategic reputation management that shows to what extent agenda-setting research can now provide differentiated information on the interaction between the media and the public. Since Allianz started to provide assistance to companies with its own Reputation Protect Insurance in case of media damage and investment banks set up funds in response to media signals, discussions no longer are about if, as in 1993, but rather about how and with whom. Recent research in collaboration with Prof. Schwalbach of the Humboldt University demonstrates that the “awareness threshold” plays a key role. This could even be used to forecast the opinion of the economic elite on the prediction of the image values of the top 240 companies for Manager Magazin.

In a similar fashion, Method Invest in London could complete their backtesting based on Media Tenor data and show that certain media signals anticipate buying and selling behavior on the stock market also after the financial crisis. Agenda Setting at its best?

Welcome to the 14th International Agenda Setting Conference.



Founder and CEO
Media Tenor International



Welcome!



International
**Agenda
Setting**
Conference
www.agendasetting.com

Agenda Setting, Surfing and Cutting

The Agenda Setting approach evolved as an independent research field in communication science in 1968. With Agenda Setting, media science took a completely new turn. The previously dominant question of whether or not the media dominate (mainly political) attitudes was abandoned in favor of analysis of the extent to which the media form and structure the topics that are discussed, both by the public and in the course of the political process.

This change of perspective led to an abundance of empirical studies that demonstrated the Agenda Setting function of mass media. Media Tenor was founded in 1993 driven by the realization that a number of gaps still need to be addressed by Agenda Setting research in our time. There are primarily four shortcomings for which Media Tenor started the International Agenda Setting Conference in 1999, hosted at the University in Leipzig, Germany – 10 years after the Wall came down: one of the most fascinating fields of Agenda Setting and Agenda Cutting. The Arab Spring 20 years later highlighted the importance of overcoming these shortcomings even faster:

1. Internationality of Research

The future of the Agenda Setting approach will have to meet more intensively the demand for investigating problems that go beyond the national framework. This

starts with the simple problem that even with Internet and online media there is no qualified access to TV, Print, Radio and Social Media around the world – not to talk about the missing standards by which they should be analyzed.

2. Sensitivity to Cultural Differences

In an increasingly globalized world, cultural questions play an important role. Agenda Setting research will be essential in analyzing how the media shape cultural patterns.

3. Increased Consideration of Business and Economy

Until now, Agenda Setting research concentrated on political issues and neglected the media coverage of companies and managers. But in view of ongoing globalization, media coverage of economic developments plays a central role in politics and society.

4. Increased Use of Timeline Studies

Agenda Setting research will increasingly have to utilize the continuous monitoring of media content. Whereas polling data is available in monthly and weekly series, continuous media content data is rare.



“This conference is a prime indicator of the continuing and growing importance of agenda-setting. It was early in the last century when Walter Lippmann opened his classic book on public opinion with a chapter titled “The World Outside and the Pictures in Our Heads” and spotlighted the key intermediary role of the news media. It was 35 years ago that the Chapel Hill study brought the idea of an agenda-setting role of the media to empirical fruition. Despite this considerable passage of time, agenda-setting continues to flourish and expand.”



Prof. Dr. Maxwell McCombs
Jesse H. Jones Centennial, Chair in Communication
University of Texas, Austin, USA

Understanding Media Impacts

The Media Tenor Institute for Media Analysis is an independent, non-partisan organization. Founded in Germany in 1993, the institute currently has its headquarters in Switzerland and offices in Australia, China, France, Germany, Russia, South Africa, Spain, Vietnam and the USA.

The way Media Tenor started analyzing opinion-leading media worldwide on a daily basis was founded on the idea of applying the Agenda Setting / Cutting theory to reality. For more than 20 years, its partners have received a report every day, whether or not their activities had been covered by the media in a substantive way: Are they above or below the Awareness Threshold?

This accurate database that is accessible on a 24/7 basis answers questions on how the media not only cover individual issues, organizations, countries and persons, but whether this would have an impact on their diverse stakeholders. Universities, such as the London School of Economics, Harvard Business School, Shorenstein Centre (Harvard University), Emory University, Amsterdam University and the Oxford Internet Institute use Media Tenor's data in their research on the influence of media

on public opinion. Media organizations such as the BBC, Frankfurter Allgemeine Zeitung, Neue Zürcher Zeitung, WJS and Il Sole 24 Ore work with Media Tenor data on a regular basis. The FAZ ranking of the most influential economists was recently launched in September 2013. Together with the UN Academic Impact group, Media Tenor publishes the Integration Index once a year.

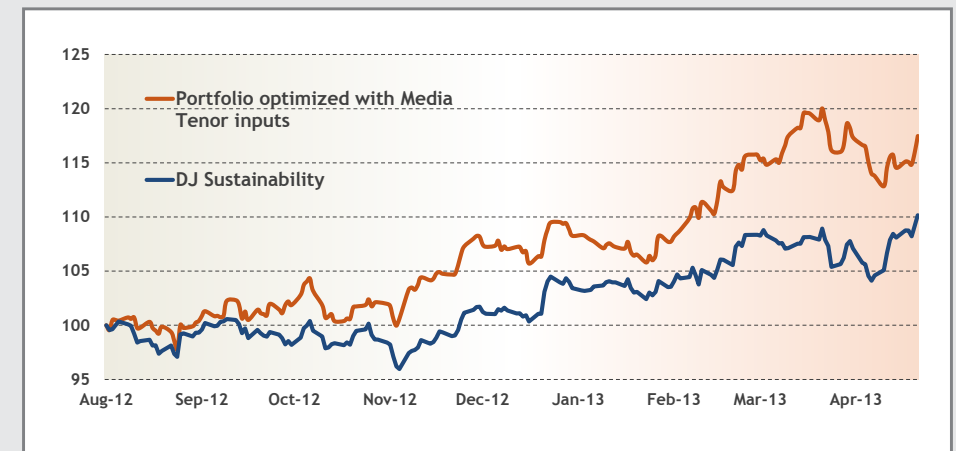
In 2012, the Allianz Insurance Group launched the Reputation Protect Insurance offering corporates around the world assistance based on Media Tenor data against media damage.

Media Tenor has analyzed the coverage of national elections in leading media in South Africa, the U.K., the U.S., Germany and other countries, with the aim of highlighting trends in the political coverage in different countries and studying the influence of media on polls and voters' behavior. After 9/11, Media Tenor has been part of the group developing the Annual Dialogue Report on behalf of the World Economic Forum in order to overcome stereotype-driven news selection around the world on religion and values.

Media Tenor issues monthly updates on the correlation between media coverage of the economy and the consumer confidence index. For our strategic consulting work for corporate clients, we developed a set of risk indicators to measure companies' media reputation and predict threats to their public image as well as share price movements. The

London-based Investment Bank Method Invest launched the Sustainability Fund in 2013, trading on media signals provided by Media Tenor. By applying the Agenda Setting Theory, scholars from ETH KOF Zurich started to predict the business climate earlier than any other poll, allowing organizations to act early and pre-empt PR crises.

The awareness threshold is also proven in the financial market



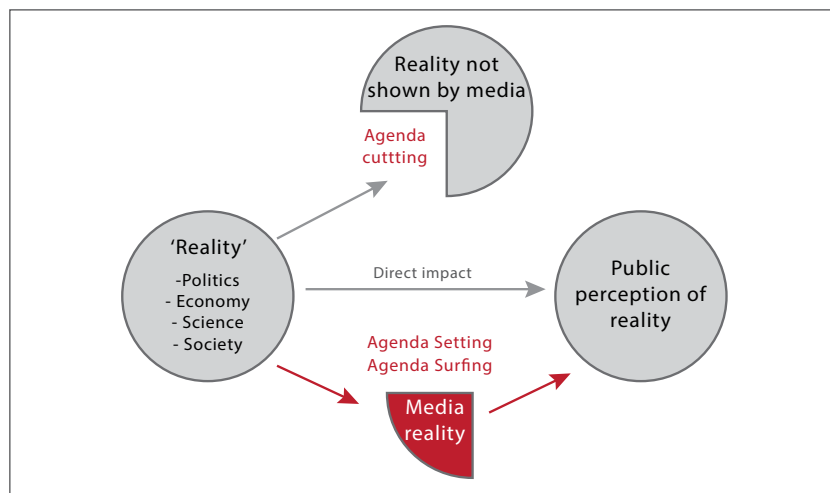
Whoever communicates above the awareness threshold, not only ensures top management's independence of media agendas, but also effectively supports IR: Constant news flow in business media affects the buying behavior of financial markets.



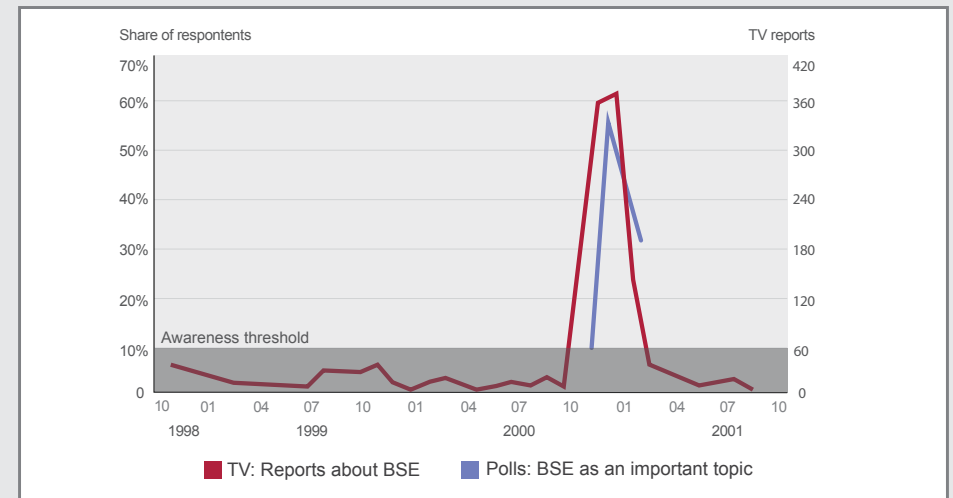
Awareness Threshold

Media Tenor validates its research results through real-world data, such as sales figures and public opinion polls, in order to identify the media's tangible impact on an organization and its stakeholders. The understanding of Agenda Setting & Surfing

(the media's influence on which topics are focused on by the public) and Agenda Cutting (the media's influence on which topics are deliberately not brought to the public's attention) is essential to all social, political and economic organizations.

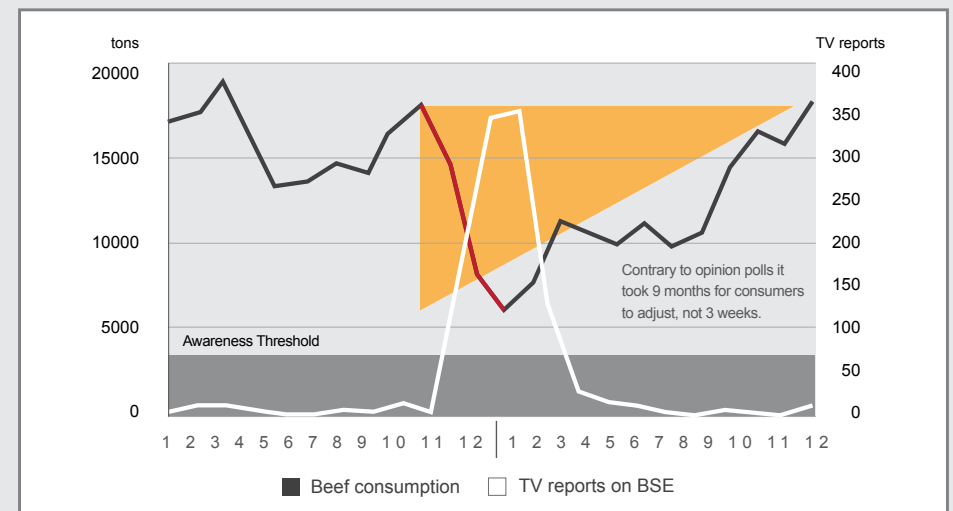


TV reports / Poll reaction



In the winter of 2000/2001, a surge of BSE reports on German TV news triggered a dramatic increase in public concern about this topic. After 3 months, just before summer (the BBQ season), media coverage declined and, subsequently, public awareness declined at a similar rate.

TV reports / Beef consumption



TV coverage on BSE affected consumer behavior: Beef sales declined by 71% in the wake of intensive TV reporting. Even after the number of negative reports dropped, the effects of the coverage about BSE lasted. After 9 months, beef sales had finally recovered.

Media Content Analysis - The Media Tenor Way

One of Media Tenor's strategic advantages is the use of human analysts to collect media data – no software can replace the human brain. This allows for very complex statements to be accurately categorized into a manageable set of issue groups. At the same time, Media Tenor's strict methodology and training guarantee consistency in the grouping and rating of issues. Indeed, Media Tenor puts a premium on thorough training and constant testing of our analysts to ensure the highest possible quality of our data. Media Tenor's highly skilled team of 120 analysts from more than 32 countries and the team of experienced researchers make it possible to identify media trends that are shaping public opinion and consumer behavior in different parts of the world.

Media Tenor has been conducting this intensive international media research for

20 years. The data pool has grown to more than 110 million units. Media Tenor is the only research institute which analyzes the most influential media around the world in their entirety on a continuous daily basis. Media Tenor's research has shown that any type of media content analysis that only focuses on individual sections of a newspaper or that is only conducted for a limited time can easily generate skewed results and lead to misconceptions. The same is true for research institutes whose analyses typically rely largely on keyword searches and simple word counts or that work only with clippings, producing what amounts to a subjective interpretation of the news, but yet call it a proper analysis. Through continuously analyzing all opinion-leading media, Media Tenor's database comprises every word in every article, on a daily basis



“The annual media agenda setting research conference organized and sponsored by Media Tenor is among the most valuable programs I have experienced. The research presented is ground-breaking and of the highest quality. Scholars and professionals participating in the conference are the leading figures in the field. The discussion is engaging, thought-provoking and highly informative. I most strongly recommend participation in this pioneering event.”

Prof. Dr. John V. Pavlik

Professor and Chair, Dept. of Journalism and Media Studies,
SCILS Director, The Journalism Resources Institute

International Agenda Setting Conference

Understanding what is influencing people's minds and behavior has become crucial for setting corporate and marketing strategies, investor portfolios or election campaigns. The Agenda Setting Network deals with the question of what is the role of traditional and new media in the 21st century and how media content and advertising influence short and long-term behavior.

The latest joint research with Prof. Schwalbach, Humboldt University, Manager Magazin and Media Tenor, which was published in August 2013, highlights the strong correlation between media news flow and the ranking of corporates

and their CEOs even in the opinion of the C-Suite: as the two charts on this page highlight, the correlation is already at 0.42 if one connects both media impression and the polling of business elites. But once you implement the Media Tenor concept of the Awareness Threshold, the correlations jumps to 0.88 – which, after 20 years of ongoing research, shows the Agenda Setting Function of media in general and Media Relations, in particular of those institutions who manage to communicate above the Awareness Threshold.

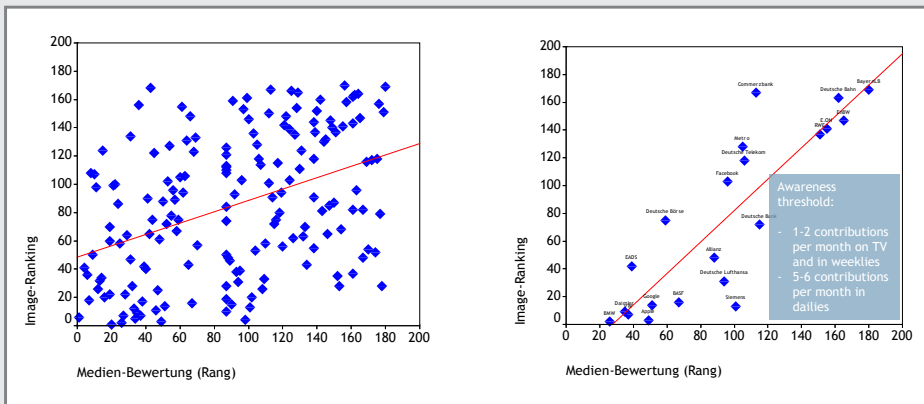
To discuss results like these, the Agenda Setting conference is the place

for editors-in-chief and publishers to meet with scientists, CEOs, heads of investor relations, heads of corporate communications, governments, politicians and NGOs and to discuss in highly interactive workshops the latest research on the impact of the media.

The Agenda Setting Network links experts

from all areas in order to exchange ideas and profit from mutual experience and professional know-how. Members of the network meet once a year at the International Agenda Setting Conference. Members of the network propose topics for discussion and case studies, while Media Tenor provides the experts and scientific data in the fields discussed.

The media is effective above the awareness threshold



The awareness threshold that is empirically observed by Media Tenor clarifies the picture: Although only 21 companies are sustainably visible, they display an almost direct correlation between media evaluation and image ranking (Spearman's Rho = 0882).



“MediaTenor provides a huge service, for me and others engaged in researching global media and its impact on public policy. For example, I produced a research paper on coverage of the 2006 Lebanon War for the 2007 US-Islamic World Forum in Doha, Qatar. MediaTenor helped me unearth and understand crucial data for my analysis.”

Marvin Kalb
Director of the Shorenstein Center on the Press,
Politics and Public Policy at Harvard's Kennedy
School of Government

Media Tenor Awards for Media Diversity

Since ancient Greece, public interest has not only become ever more diverse, but also ever more important due to the advent of modern democracy. Now, those in office need to know about and take into consideration these diverse needs across all segments of society. It is also indispensable for a democracy that its citizens are adequately informed about the decisions taken by its parliament.

The media provide exactly this bridge: On the one hand, they are a source for those in power to tap into the interest of the public. On the other hand, they provide citizens with information. This increasing diversity and importance of public interest coupled with the pivotal function of the media renders the way the media report crucial. Therefore, Media Tenor honors those media which excel at showcasing both how diverse the public interest is and how multifaceted the decisions taken by parliaments are with special awards.

Furthermore, institutions (e.g. universities and NGOs) strive to get their viewpoint across to the media. Even entire countries aim to be recognized by the international media. Media Tenor gives awards to those institutions and countries which are most successful in their communication efforts while also adhering to certain core virtues when communicating their message, such as diversity and transparency.

Importantly, Media Tenor does not rely on a jury to determine the winners of the awards. Rather, this decision is based on the careful in-depth analysis of an entire year's worth of newspaper articles and television news broadcasts. This means that winners of the awards are identified through objective empirical numbers rather than subjective evaluations.





The Awards

The FAZ ranking of the most influential economists as well as the Allianz Reputation Protect Insurance underlines the importance of communication and reputation management for all types of institutions, ranging from media outlets and countries to businesses, universities and governments alike. Although these entities have different goals, audiences and methods of communication, they are all increasingly vulnerable to shifting public opinion based on the volume of information from competing sources and interests. Transparency, diversity and visibility remain key components for shaping public opinion via opinion-leading media. Maintaining these virtues is important for both the media outlets choosing informational content and the institutions strategizing to get their messages out to their targeted publics.

The list of awards presented at this year's conference are selected to represent which media and which institutions are upholding the core tenets necessary for advancing their reputation and building trust with their respective stakeholders on a global scale.

Media analyzed this year originated from Australia, Austria, Canada, China, France, Germany, India, Italy, South Africa, Spain, Switzerland, the United Kingdom, United

States and Vietnam, and included prime-time TV news programs, business print media, annual company reports and quoted financial analyst statements from leading financial media. Of this analyzed coverage, only those institutions whose message was able to reach the wider public and thus met Media Tenor's awareness threshold became nominees for their respective awards. In this way, Media Tenor's awards are uniquely objective as nominees are not pre-selected, but are rather determined by media coverage.

In all categories for each award, the maximum candidates could achieve was five points. Candidates received a score of five if their performance was at or above a target range established by Media Tenor and did not receive an average tonality greater than negative ten percent where applicable. Select points were also awarded to candidates that achieved performance near set targets, while negative points were awarded for zero visibility in many award categories. Weighted scoring emphasized criteria that actively develop positive image and reputation for each institution, media, or business, including ongoing visibility, diversity, and efforts to attract foreign investment or promote culture and education.

Global TV News Award

Step 1: nomination

The nominees which were selected regarding their opinion leading function are:

- ABC News 7:30 (AU)
- ABC World News Tonight (US)
- ARD Tagesschau (DE)
- ARD Tagesthemen (DE)
- BBC 1 Ten o'clock News (UK)
- BBC 2 Newsnight (UK)
- CBC News The National (CA)
- CBN Financial Nightline (CN)
- CBS Evening News (US)
- CCTV News (CN)
- eTV PrimeTime News (SA)
- FOX Special Report (US)
- HTV9 News (VN)
- ITV News at Ten (UK)
- NBC Nightly News (US)
- ORF Zeit im Bild (AT)
- RAI 1 TGI (IT)
- RTL Aktuell (DE)
- SABC 1 Zulu/Xhosa News (SA)
- SABC 2 Afrikaans News (SA)
- SABC 2 Sotho News (SA)
- SABC 3 English News (SA)
- SF Tagesschau (CH)
- TF1 Le Journal (FR)
- TVE1 Telediario-2 (ES)
- VTV1 News (VN)
- ZDF Heute (DE)
- ZDF Heute journal (DE)

OUTLINE:

TV remains one of the most influential means of reporting news. However, according to the latest Gallup polls, trust in the news on mass media (i.e. including TV) has hit its lowest levels, where 3 in every 5 people show distrust in this media set. In view of journalistic ethics put to question through the 'Murdoch scandal' and a need for government to protect its own information in South Africa, this raises the question around the quality of media and, more specifically, TV. Therefore, this award is aimed at finding the TV news network that is getting back to basics and focusing on improving the standards of news reporting. In order to establish the best means of representing the data and provide 'fairness' to all TV media, share of reporting will be used to represent the data.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

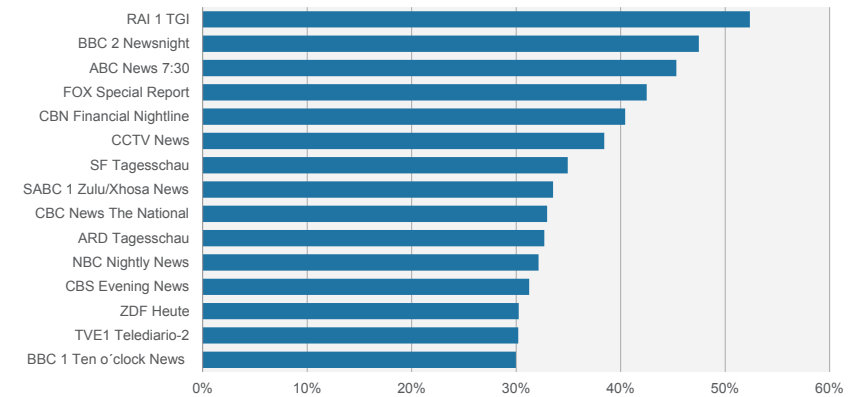
- Diversity of issues (domestic)
- Diversity of protagonists
- Diversity in foreign country coverage
- Focus on women as opposed to men
- Tonality of coverage on domestic vs. foreign coverage
- Diversity of sources & input
- Diversity in company coverage
- Diversity in industry coverage
- Share of coverage on the economy (domestic)
- Focus on policy issues (domestic)
- Focus on health policy (domestic)
- Focus on education policy (domestic)
- Visibility & diversity of emerging markets (developing countries) – positive and neutral coverage only

BASIS:

The award was based on the analysis of 528 169 reports in 28 international television news programs for the period July 01, 2012 through June 30, 2013.

Criterion 6: Diversity of sources

Share of input from external reliable sources

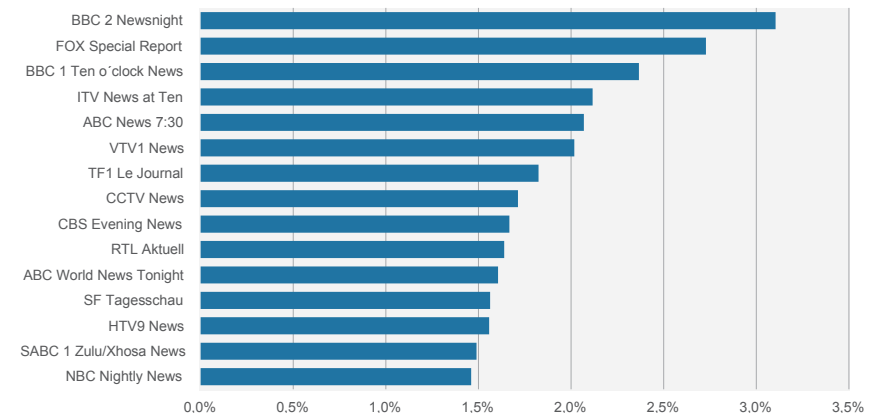


■ Share of coverage on external sources

Basis: 528,169 reports (at least 5 seconds) in 28 international TV (top 15)

Criterion 11: Domestic health policy

Share of coverage on domestic health issues



■ Share of coverage on domestic health policy issues

Basis: 528,169 reports (at least 5 seconds) in 28 international TV (top 15)

Best Business Media Award

Step 1: nomination

The nominees which were selected regarding their opinion leading function are:

- Barron's (US)
- Expansión (ES)
- Financial Mail (SA)
- Financial Times (UK)
- Handelsblatt (DE)
- Mint (IN)
- Les Echos (FR)
- The Economist (UK)
- Wall Street Journal (US)

OUTLINE:

Given the rise of globalization and the increasingly interconnected nature of the global economy, the need for accurate, in-depth and comprehensive financial information has never been greater. The business media play a fundamental role in this regard, by being the leading outlet for news on market, economic, and industry developments. The value of financial information is determined by going beyond just mentioning increases or decreases in the price of stocks, the yield of certain bonds, or price fluctuations. Thus, publications that provide clarifying and contextual analysis were rewarded. The Best Business Media Award honors the media that contributed the most diverse, informative and meaningful information. This media evaluation was done according to 7 predetermined criteria that cover a wide range of topics that are relevant in the global economic context. Publications were awarded points based on their level of diversity, and whether they fell within the target corridor of coverage on certain topics.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

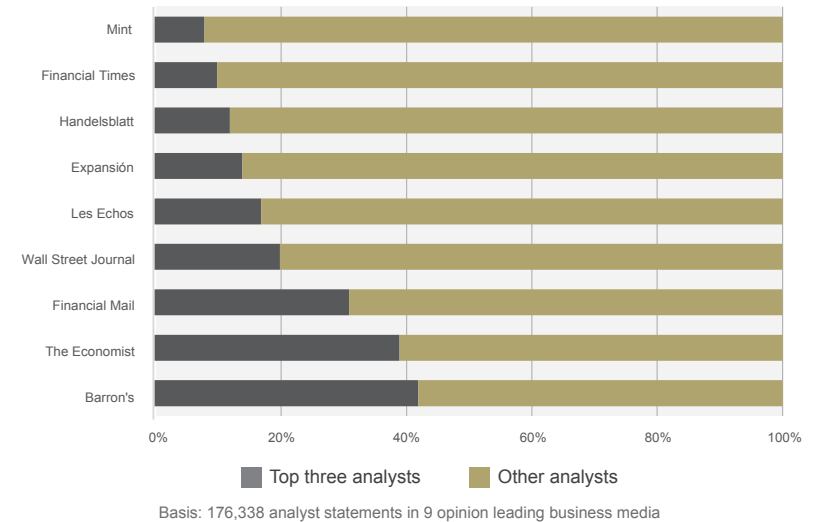
- Analyst diversity
- Topic diversity
- Time balance
- Coverage beyond price movements
- Coverage of currency developments
- Coverage of bond developments
- Geographical diversity

BASIS:

The award was based on the analysis of 176,338 quoted analyst statements in nine financial print media for the period July 01, 2012 through June 30, 2013.

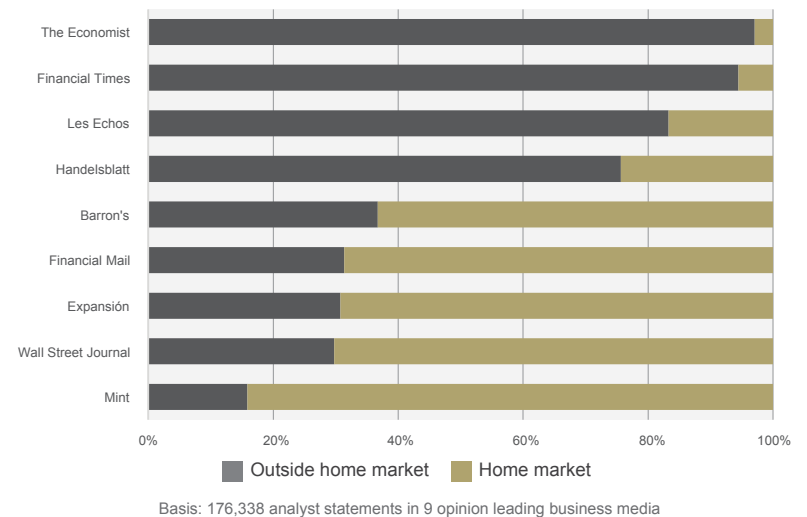
Criterion 1: Analyst diversity

Coverage centered on top 3 analysts



Criterion 7: Geographical diversity

Share of coverage outside home market



Agenda Setter Media Award

Step 1: nomination

The nominees which were selected regarding their opinion leading function are:

- BBC
- Bild am Sonntag
- Bild-Zeitung
- CNN
- FAZ Sonntagszeitung
- Focus
- Financial Times
- Guardian
- Handelsblatt
- Le Monde
- Mail & Guardian (ZA)
- New York Times
- SABC
- Spiegel
- Syrian TV
- Süddeutsche Zeitung
- The Sunday Times (ZA)
- Washington Post
- Welt
- Welt am Sonntag
- Wall Street Journal

OUTLINE:

Media Tenor has been analyzing opinion leadership for more than 15 years. The quotation ranking shows how news, editorial content and interviews are picked up and used as sources by other media. The ranking is an indicator of investigative expertise and journalistic performance by the editorial teams of the quoted media outlets. In order to understand the reasons for changes in the quotation ratio, Media Tenor introduced qualitative aspects to its analysis in 2006. Since then, subject matter and, in the case of business coverage, information about industrial sectors mentioned in quotes have been gathered on a continuous basis. Media Tenor can therefore identify the key capabilities of individual editorial rooms and measure the success of targeted news placements more specifically.

Step 2: Calculating the score of nominees

The criteria used for calculating the score of the nominees are:

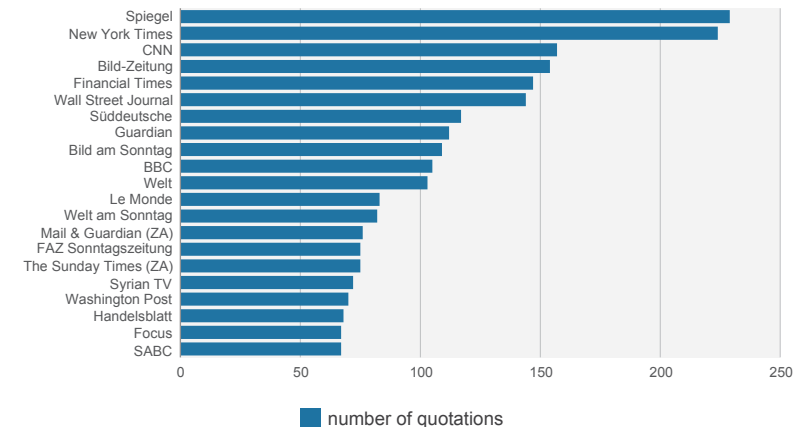
- Overall volume of quotations
- Frequency of quotations on first two pages/television reports
- Balance of quotation with regard to the most important topics:
 - Party policy
 - Foreign policy
 - International economy
 - Public debt/budget
 - Labor market
 - Economic situation/markets
 - Economic/monetary policy
 - Companies situation
 - HR/personnel policy
 - Energy/environment
 - Social welfare/education/culture
- Share of quotations in media other than local media

BASIS:

The basis for the Agenda Setter Media Award is all references to other editorial sources in 25 international print and television outlets in the period from July 2012 to June 2013. In print media the politics and business sections were analyzed. TV broadcasts were analyzed in their entirety. Out of all quoted media, 20 publications were included in the analysis with a total data pool of 2,336 quotations.

Criterion 1: Volume of quotations

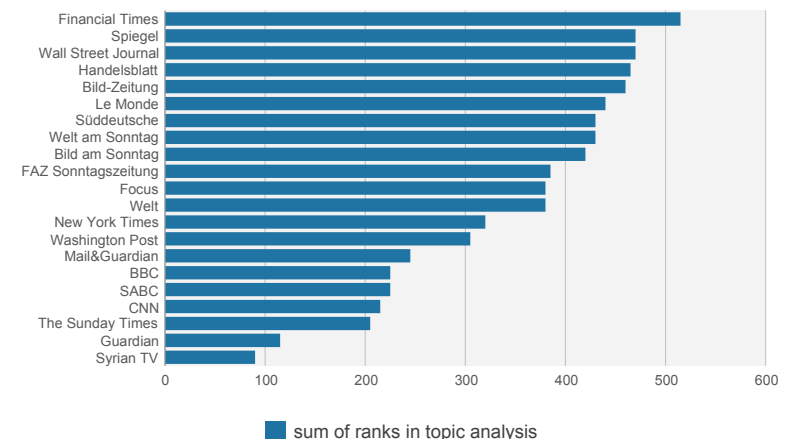
Overall ranking of quotations



Basis: 2,336 quotations in 25 international print and television media, 01/07/2012 – 30/06/2013

Criterion 3: Balance of topics

Balance of quotation with regard to the most important topics



Basis: 2,336 quotations in 25 international print and television media, 01/07/2012 – 30/06/2013

G20 Country Image Award

Step 1: nomination

The nominees which include all G20 members are:

- Argentina
- Japan
- Australia
- Mexico
- Brazil
- Russia
- Canada
- Saudi Arabia
- China
- South Africa
- France
- South Korea
- Germany
- Turkey
- India
- The United Kingdom
- Indonesia
- The United States of America
- Italy

OUTLINE:

The group of 20 major world economies constitutes approximately 90% of the global gross domestic product (GDP), 80% of world trade, as well as two thirds of the world population. These 19 nations (plus the European Union) represent the foundation of the global economy and occupy a position of unique prominence for that reason. Developments in these economies have a far-reaching impact and significance for the global economy. The G20 Country Image Award attempts to provide a holistic evaluation of the international media profile of these countries. This media evaluation was done according to 10 predetermined criteria that cover a wide range of topics that are relevant to the countries in focus.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

Core criteria:

- Basic visibility and no excess negativity

Political arena:

- Visibility and tonality on international politics & issues
- Visibility and tonality on domestic policy

Economic arena:

- Tonality on business activity
- Visibility and tonality on economic issues and policy
- Tonality on investments from quoted analysts

Social arena:

- Visibility and tonality on social policies
- Visibility and tonality on education, science and technology
- Visibility and tonality on domestic culture and religion

Leadership:

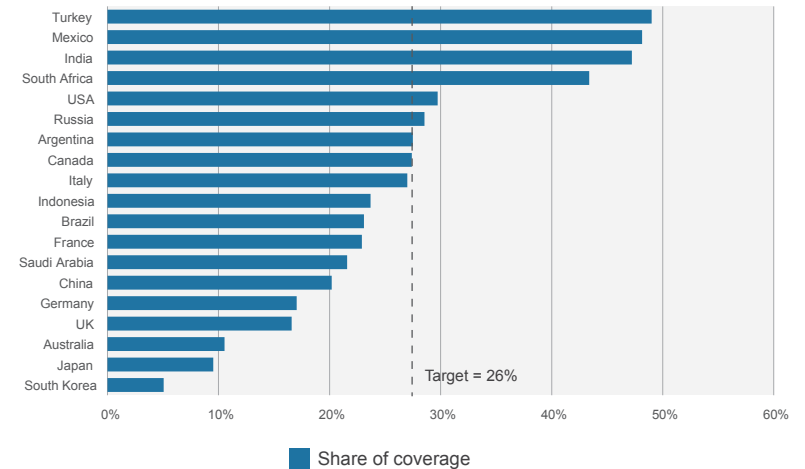
- Visibility of leadership and government

BASIS:

The award was based on the analysis of 48,279 reports in 13 international television news programs, 57,961 statements in key business media, and 139,824 quoted analyst reports in three business print media for the period July 01, 2012 through June 30, 2013.

Criterion 4: Domestic politics

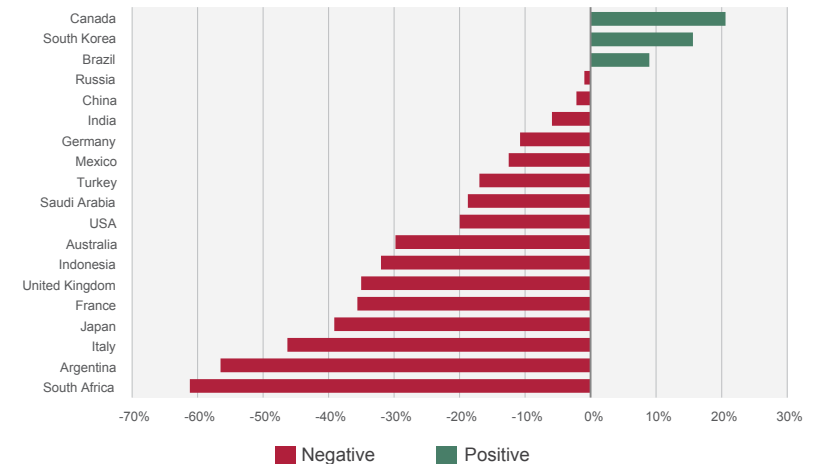
Salience of coverage on domestic politics



Basis: 48,279 reports on 13 international television news programs

Criterion 6: Economic coverage

Tonality of coverage on economy



Basis: 48,279 reports on 13 international television news programs

MENA Country Image Award

Step 1: nomination

The nominees who met Media Tenor's Awareness Threshold and whose message was thus able to reach the wider public are:

- Israel
- Morocco
- Palestine
- Qatar
- United Arab Emirates

OUTLINE:

The MENA region occupies a key position in the current geopolitical debate, and the resulting international implications of this debate places the region in a unique media position. Establishing a diverse, informative and credible media image will help shape and accelerate discussions around how the nations in this region are perceived by international observers. The MENA Country Image Award seeks to honor the country in the MENA region with the most robust media profile.

This award attempts to provide a holistic evaluation of the international media profile of these countries. This media evaluation was done according to the predetermined criteria spelled out below. These cover a wide range of topics that are relevant to the countries in focus.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

Political arena:

- Visibility and tonality on international politics & issues
- Visibility and tonality on domestic policy

Economic arena:

- Tonality on business activity
- Visibility and tonality on economic issues and policy
- Tonality on investments from quoted analysts

Social arena:

- Visibility and tonality on social policies
- Visibility and tonality on education, science and technology
- Visibility and tonality on domestic culture and religion

Leadership:

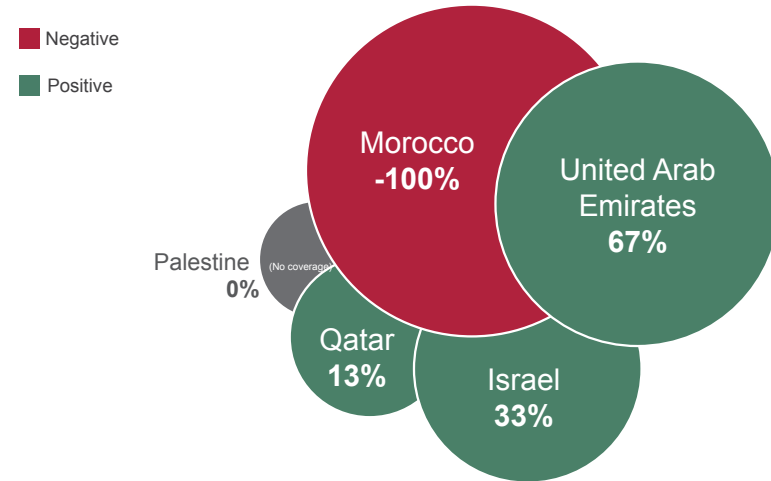
- Visibility of leadership and government

BASIS:

The award was based on the analysis of 1 567 reports on 25 international television news programs and 136 quoted analyst reports in 10 business print media for the period July 01, 2012 through June 30, 2013.

Criterion 8: Analyst evaluations

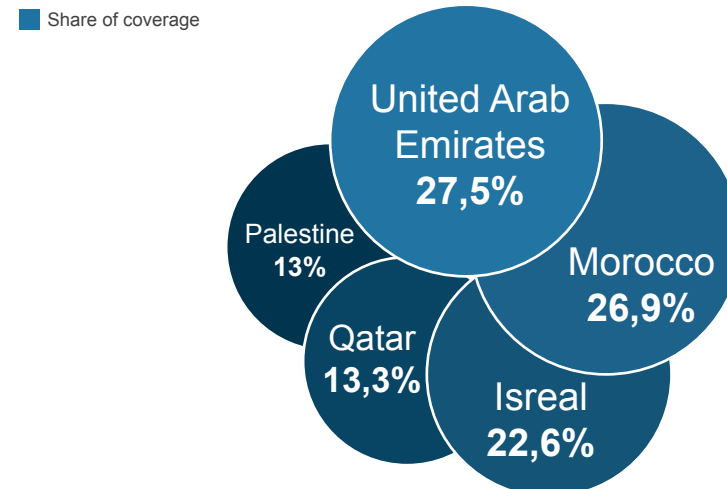
Tonality of analyst statements



Basis: 2,118 in quoted financial analyst statements in 10 opinion-leading business media, July 1, 2012 – June 30, 2013

Criterion 4: Domestic politics

Salience of coverage on domestic politics



Basis: 1,000 reports on the five MENA Country Image Award nominees, July 1, 2012 – June 30, 2013

Asia Country Image Award

Step 1: nomination

The nominees who met Media Tenor's Minimum Visibility Threshold and did not receive excess negative tonality and whose message was thus able to reach the wider public are:

- Cambodia
- China
- Japan
- Laos
- Malaysia
- Myanmar
- North Korea
- Singapore
- South Korea
- Sri Lanka
- Taiwan
- Vietnam

OUTLINE:

Asia is the largest and most populous continent in the world and has the second highest nominal GDP of all the continents. As such, Asia is considered a global socio-economic powerhouse and it is of interest to investigate the continent's image in foreign media. The Media Tenor Asian Country Image Award looked at the media presence of Asian countries in international television news programs, excluding coverage of the countries in their respective domestic media. This encompassed analyzing each of the nominated countries according to 10 predetermined criteria. The selection of the 12 nominees for the award was based on receiving basic visibility in international media and no excess negative tonality. A maximum of five points were allocated to countries reaching the target of each criterion and a bonus point was awarded to the leading country in each segment. Points were deducted for low visibility or poor tonality. Certain criteria were weighted to account for the naturally higher visibility of some countries as a result of membership of the G20. Consistency in terms of visibility and tonality in all criteria is preferable to inconsistent performance.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

Political arena:

- Visibility and tonality on international politics & issues
- Visibility and tonality on domestic policy

Economic arena:

- Tonality on business activity
- Visibility and tonality on economic issues and policy
- Tonality on investments from quoted analysts

Social arena:

- Visibility and tonality on social policies
- Visibility and tonality on education, science and technology
- Visibility and tonality on domestic culture and religion

Leadership:

- Visibility of leadership and government

BASIS:

The award was based on the analysis of 15,282 reports on 13 international television news programs, 25,482 reports in three business print media, and 36,296 quoted analyst statements in 11 financial print media for the period July 01, 2012 through June 30, 2013.

Criterion 1: Overall visibility and tonality

Coverage in international news programs



Basis: 15,282 reports in 13 international television news programmes

EU Country Image Award

Step 1: nomination

The nominees which include all EU member states are:

- Austria
- Belgium
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Latvia
- Lithuania
- Luxembourg
- Malta
- Netherlands
- Poland
- Portugal
- Romania
- Slovakia
- Slovenia
- Spain
- Sweden
- UK

OUTLINE:

The fate of nations is no longer solely dependent on their relationships with other governments or nations. Increasingly, perceptions by international publics, strongly shaped by the power of foreign media, are affecting the economic, social and diplomatic development of nations. The European Union, currently under international scrutiny over its ability to sustain and promote growth during financial turmoil, is often reduced to media reporting on one or two of its member countries. The Media Tenor EU Award explores which of the 28 member nations is communicating the most diverse image to foreign publics, promoting reputational strengths in the realm of education, social and innovative development, as well as communicating economic policy which can mitigate the risks of single-issue reporting on the collective "Euro crisis." Particular emphasis was placed on categories which develop positive reputation to attract foreign direct investment, tourism, and education & science. This award relates to overall performance in 10 criteria.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

Core criteria:

- Basic visibility and no excess negativity

Political arena:

- Visibility and tonality on international politics & issues
- Visibility and tonality on domestic policy

Economic arena:

- Tonality on business activity
- Visibility and tonality on economic issues and policy
- Tonality on investments from quoted analysts

Social arena:

- Visibility and tonality on social policies
- Visibility and tonality on education, science and technology
- Visibility and tonality on domestic culture and religion

Leadership:

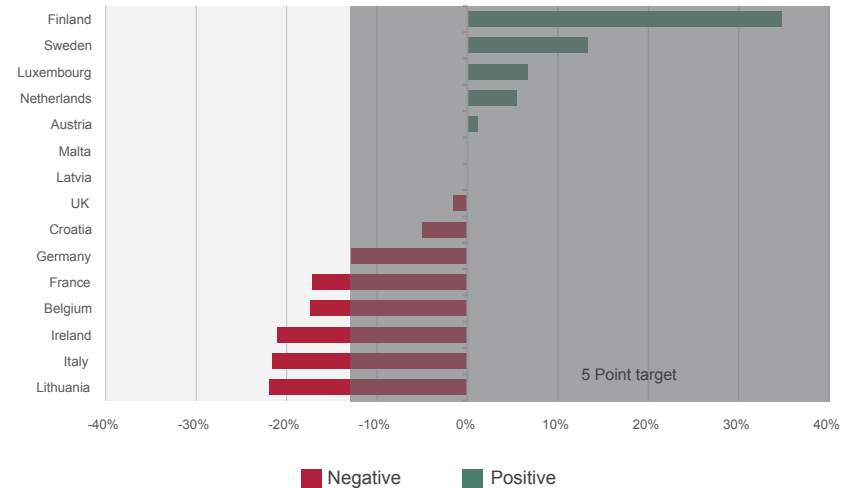
- Visibility of leadership and government

BASIS:

The award was based on the analysis of 23,801 reports on 13 international television news programs, 43,667 reports in three business print media and 21,304 quoted analyst statements in 11 financial print media for the period July 01, 2012 through June 30, 2013.

Criterion 1: No excess negativity

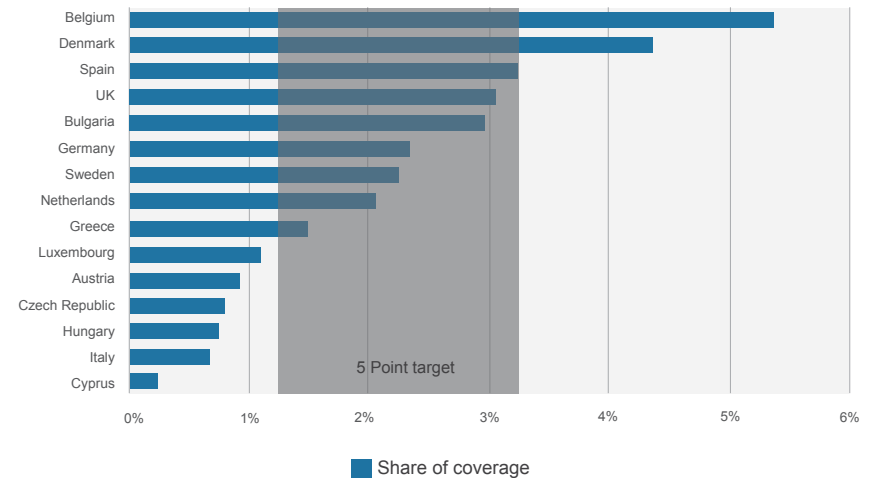
Overall media tonality



Basis: 23,801 reports on 13 international TV news stations

Criterion 7: Social development

Saliency of coverage on social development



Basis: 23,801 reports on 13 international TV news stations

German Government Communicator Award

Step 1: nomination

The nominees which include all German government departments are:

- Arbeit und Soziales - Labor
- Auswärtiges Amt – Foreign affairs
- Bildung und Forschung - Education
- Bundeskanzleramt - Chancellery
- Ernährung, Landwirtschaft und Verbraucherschutz – Consumer protection
- Familien, Senioren, Frauen und Jugend - Family
- Finanzen - Finances
- Gesundheit - Health
- Inneres – Domestic affairs
- Justiz - Justice
- Umwelt, Naturschutz und Reaktorsicherheit - Environment
- Verkehr, Bau und Stadtentwicklung - Transport
- Verteidigung - Defence
- Wirtschaft und Technologie - Economy
- Wirtschaftliche Zusammenarbeit und Entwicklung – Development aid

OUTLINE:

Media Tenor awards this prize to the people and departments in the government, who went the extra mile to inform the public - whether voters or not – about the work done by the government, regardless from which party the minister hails. This long-term award is based on an analysis that shows how the federal departments in Germany have communicated about their tasks and activities in the past twelve months.

Through the objective analysis of the media coverage it is possible to determine which departments have answered the demands of the journalists best. The results reflect the importance attributed to the ministries by the opinion-leading media, so that they could shape their own media image - regardless of their ministers.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

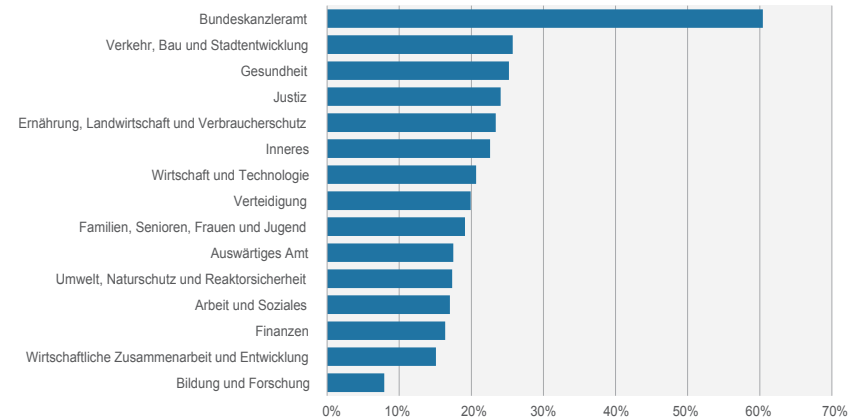
- No excess negativity
- Visibility of ministry
- Tone compared to minister
- Share of op-eds and interviews
- Share of voice
- Visibility as participant in public debate
- Visibility as participant in public debate: Core issues of the department
- Continuity over time
- Reference to the future
- International presence of department and minister

BASIS:

The award was based on the analysis of 234,088 reports in 24 opinion-leading German TV, radio and print media for the period July 01, 2012 through June 30, 2013.

Criterion 2: Visibility of department

Coping with personalization

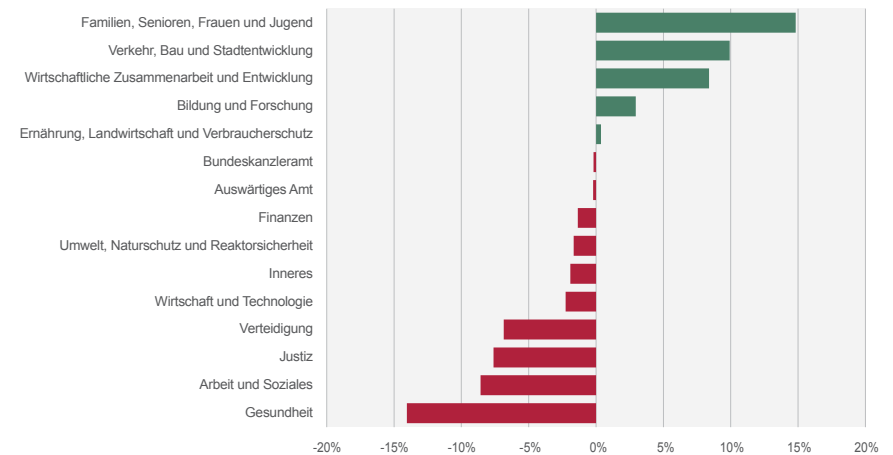


■ Share of coverage compared to the minister

Basis: 234,088 reports about protagonists

Criterion 3: Tone compared to minister

Only a few departments are rated better than their master



■ Worse than minister ■ Better than minister

Basis: 234,088 reports about protagonists

German Federal States Award

Step 1: nomination

The nominees which include all German federal states are:

- Baden-Württemberg
- Bayern
- Berlin
- Brandenburg
- Bremen
- Hamburg
- Hessen
- Mecklenburg-Vorpommern
- Niedersachsen
- Nordrhein-Westfalen
- Rheinland-Pfalz
- Saarland
- Sachsen
- Sachsen-Anhalt
- Schleswig-Holstein
- Thüringen

OUTLINE:

The process of globalization threatens to influence the regional level in Germany, but the Federal States can maintain a wide range of tasks ranging from education to culture and internal security to the key issues of economic policy. German states compete for foreign direct investment, tourists, gifted students, and more. Here, the media image greatly contributes to the public image of the region.

The loss of confidence in most areas of public life since the beginning of the financial crisis has made information the key factor in overcoming the resulting distrust. MEDIA TENOR awards this prize to the state government that communicates extensively and successfully to inform citizens about its activities and goals - and not just the voters during an election campaign.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

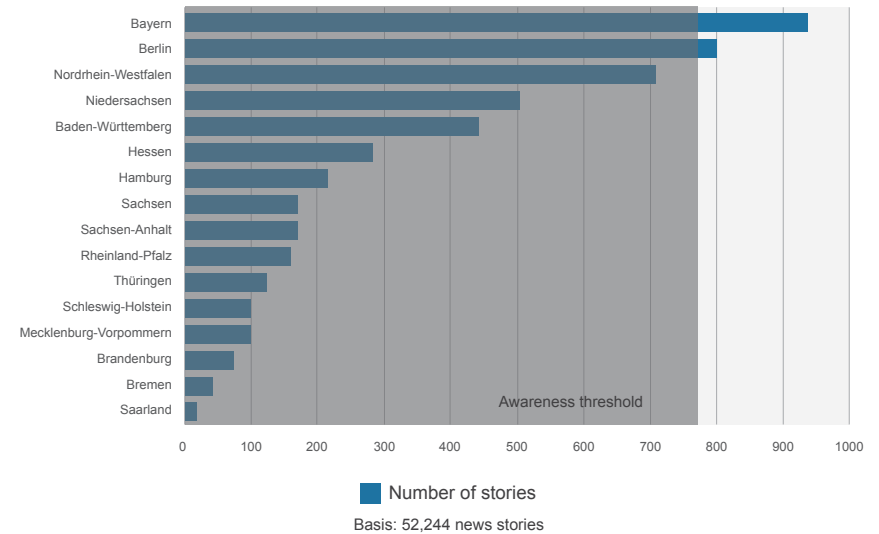
- Basic visibility and no excess negativity
- Evaluation of state governments
- Salience / evaluation of domestic policy
- Salience / evaluation of economy/business
- Salience / evaluation of environment, energy and transport
- Evaluation of companies in 4 international business media
- Evaluation in analyst quotes
- Salience / evaluation of social policy
- Salience / evaluation of education, science, technology
- Salience / evaluation of culture, religion, travel and sports
- Evaluation of prime minister in international TV news

BASIS:

The award was based on the analysis of 234,088 reports in 24 opinion-leading German TV, radio and print media and 176,436 quoted analyst statements in 11 business print media for the period July 01, 2012 through June 30, 2013.

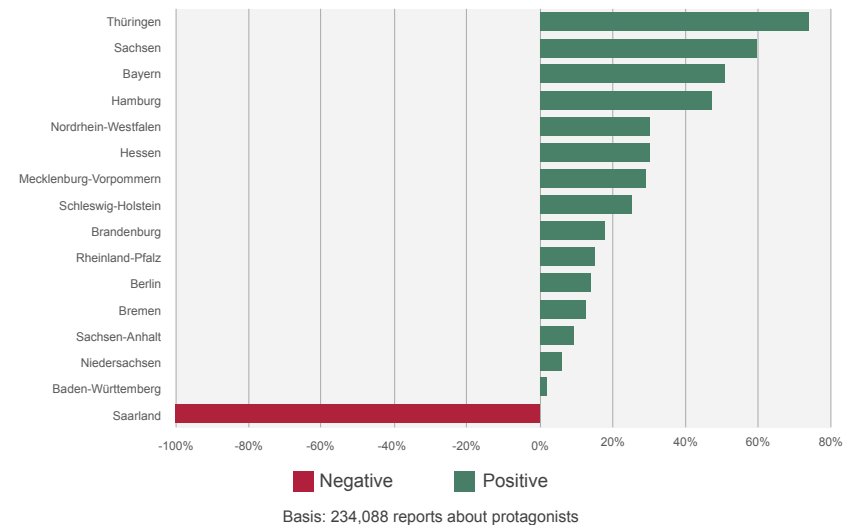
Criterion 1: Basic visibility

Only Bavaria and Berlin reach public awareness



Criterion 9: Evaluation of culture, religion, travel and sports

Culture is a key to a positive perception



DAX 30 Reputation Award

Step 1: nomination

The nominees which include all DAX30 companies are:

- Addidas
- Allianz
- BASF
- Bayer
- Beiersdorf
- BMW
- Commerzbank
- Continental
- Daimler
- Deutsche Bank
- Deutsche Börse
- Deutsche Lufthansa
- Deutsche Post
- Deutsche Telekom
- E.ON
- Fresenius
- Fresenius Medical Care
- HeidelbergCement
- Henkel
- Infineon Technologies
- K+S
- Lanxess
- Linde
- Merck
- Munich Re
- RWE
- SAP
- Siemens
- ThyssenKrupp
- Volkswagen Group

OUTLINE:

Connecting to the media is of central importance for German blue chip companies listed in the DAX 30 index. They are under close scrutiny by the media and have to live up to high standards. The requirements of ongoing disclosure of business results and the high awareness of share prices make media relations an important factor in their overall success. Establishing sustainable positive relations with opinion-leading media therefore is a high priority for public relations executives in the DAX 30 groups. The ongoing and complete analysis of media performance of the DAX 30 by Media Tenor shows which groups are successful in building a positive and multifaceted media image.

Step 2: Calculating the score of nominees

The criteria used for calculating the score of the nominees are:

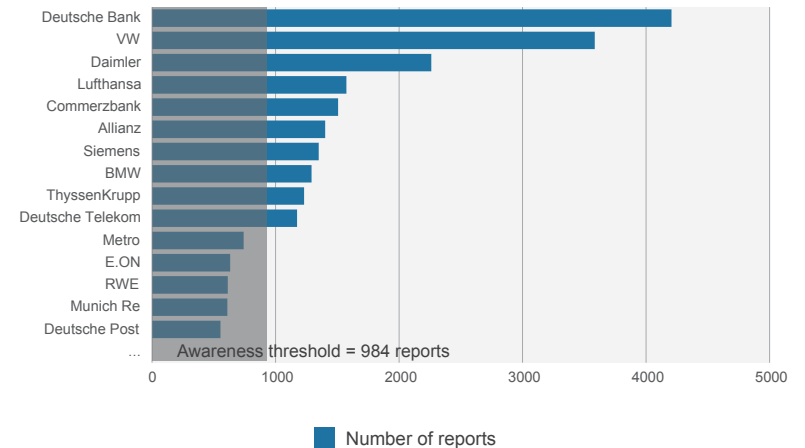
- Volume of coverage
- Diversity of value drivers
- Tone of coverage
- Share of voice
- Share of interviews and opinion pieces
- Personalization (share of stories focusing on senior management)
- Tone of coverage of senior executives
- Key topic: Innovation
- Key topic: Clients/customers/products
- Key topic: Personnel/human resources
- Key topic: Regulations/politics
- Share of forward-looking reports

BASIS:

The basis of the Media Tenor DAX 30 Reputation Award is all passages about DAX companies and their executives of at least five lines (print) or five seconds (broadcast) in length in 38 German media including Financial Times, Wall Street Journal and Les Echos. The total data pool for the analysis consisted of 26,938 reports about DAX companies over a period of twelve months (between July 2012 and June 2013).

Criterion 1: Volume of coverage

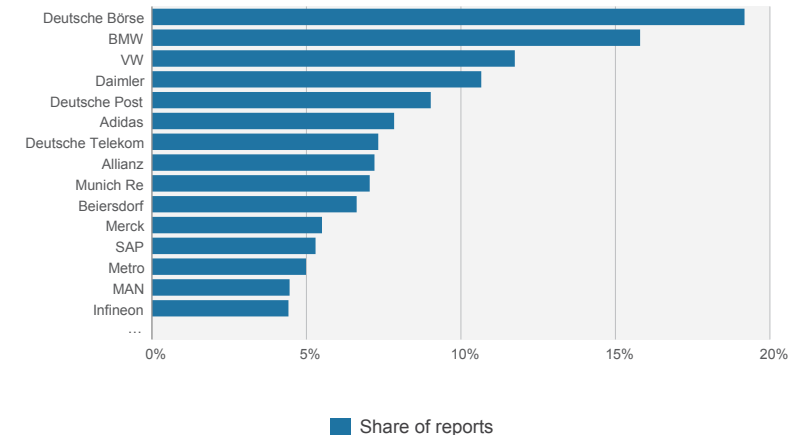
Overall visibility



Basis: 26,938 reports (at least 5 seconds) in 38 media, 01/07/2012 – 30/06/2013

Criterion 9: Key topic clients/customers/products

Importance of key topic clients/customers/products



Basis: 26,938 reports (at least 5 seconds) in 38 media, 01/07/2012 – 30/06/2013

DAX 30 Best Annual Report Award

Step 1: nomination

The nominees which include all DAX30 company reports are:

- Addidas
- Allianz
- BASF
- Bayer
- Beiersdorf
- BMW
- Commerzbank
- Continental
- Daimler
- Deutsche Bank
- Deutsche Börse
- Deutsche Lufthansa
- Deutsche Post
- Deutsche Telekom
- E.ON
- Fresenius
- Fresenius Medical Care
- HeidelbergCement
- Henkel
- Infineon Technologies
- K+S
- Lanxess
- Linde
- Merck
- Munich Re
- RWE
- SAP
- Siemens
- ThyssenKrupp
- Volkswagen Group

OUTLINE:

Annual Reports represent a key corporate communications tool that has meaning to a range of stakeholders, including investors, employees, customers, and partners. Making sure that annual report content is meaningful, diverse and effective above and beyond the legal financial reporting requirements of the documents is key for any company looking to control and strengthen its image. Media Tenor analyzed standard, non-required content in the most recent reports on DAX 30 companies on ten criteria to determine a winner

Step 2: Calculating the score of nominees

The criteria used for calculating the score of the nominees are:

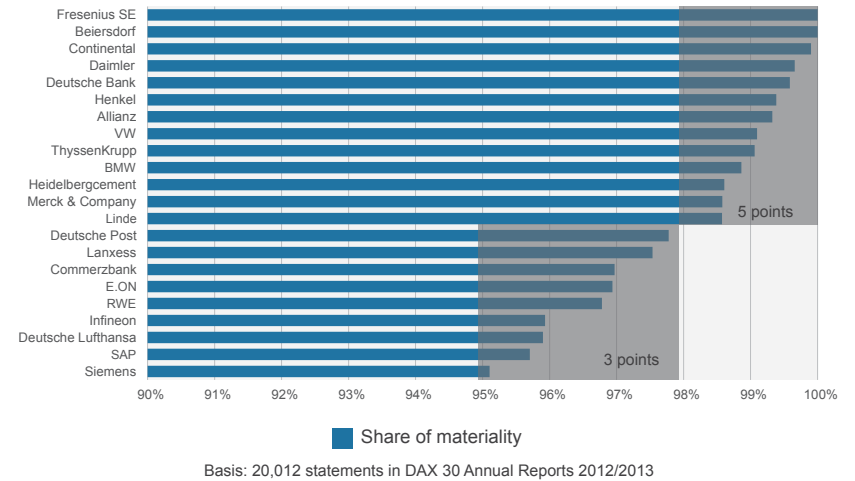
- Share of materiality in annual report content
- Diversity of sources in annual report content
- Diversity of geographic locations mentioned in annual report content
- Diversity of topics mentioned in annual report content
- Share of positive tonality in annual report content
- Share of negative tonality in annual report content
- Share of content in annual report related to sustainability issues
- Overall tonality of annual report compared to tonality on company from quoted financial analysts
- Overall tonality of annual report compared to tonality on the company in reports on international TV news
- Overall tonality of annual report compared to tonality on the company in opinion-leading business media

BASIS:

The award was based on the analysis of 20,012 statements in the most recent annual reports of DAX 30 companies, 4,075 reports on DAX 30 companies in three opinion-leading business media, 1,374 reports on DAX 30 companies on international news programs and 3,204 quoted analyst statements in 10 business print media for the period July 01, 2012 through June 30, 2013.

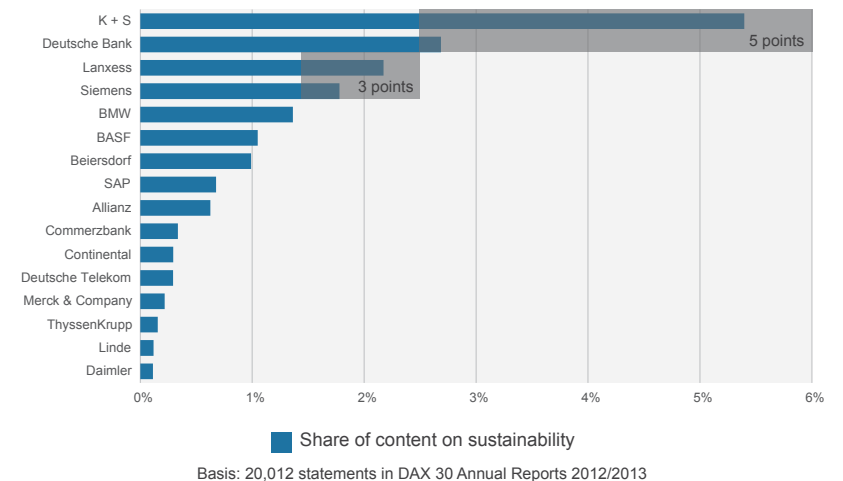
Criterion 1: Materiality

DAX 30 displays strong focus on materiality



Criterion 7: Share of coverage on sustainability

K+S, Deutsche Bank buck trend, focus on sustainability



Financial Expert Award

Step 1: nomination

The nominees who met Media Tenor's Minimum Visibility Threshold and whose message was thus able to reach the public are:

- HSBC
- Sanford C. Bernstein
- Nomura
- Gartner Group
- Deutsche Bank
- IDC
- UBS
- Goldman Sachs
- Credit Suisse
- Thomson Reuters
- Fitch
- JP Morgan
- Citigroup
- Dealogic
- Morningstar
- Morgan Stanley
- Barclays
- FactSet
- Moody's
- S&P

OUTLINE:

The Financial Expert Award honors the financial expert firm that provides the best-rounded coverage of the financial markets. This coverage ideally provides media audiences and investors with the most accurate assessment of the economy and the investment climate. After the twenty most-visible financial expert and analyst firms were determined, they were each assessed based on ten criteria. These criteria evaluated the diversity of investment objects focused upon, the geographic range of coverage, analyst prominence across different media, attention to current pressing issues, and the analysts' ability to not only explain the present, but to consider the future. For each category, analyst and financial expert firms performing within or near the target corridor were awarded points. Ultimately, the overall winner was the financial analyst or expert firm with the highest score after the evaluation of all ten categories.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

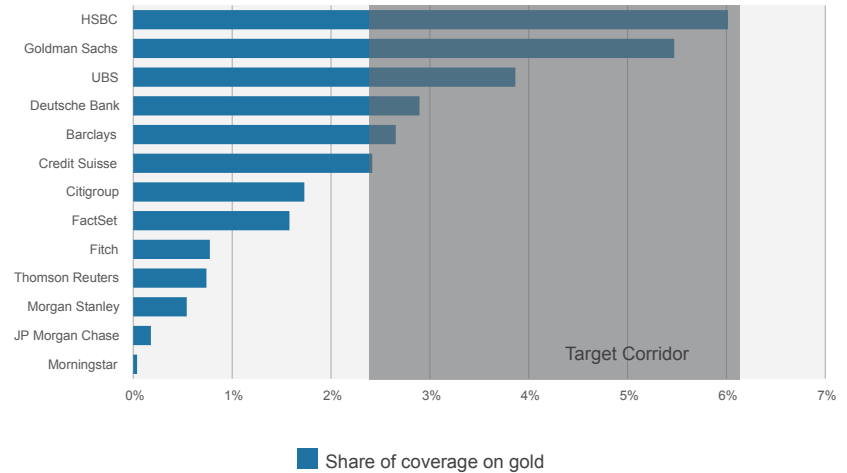
- Number of analyzed media quoting the nominated analyst firms
- Share of quoted analyst statements on companies as investment objects
- Share of quoted analyst statements on equities and equity markets as investment objects
- Share of quoted analyst statements on bonds and bond markets as investment objects
- Share of quoted analyst statements on currencies and currency markets as investment objects
- Share of quoted analyst statements on gold and gold markets as investment objects
- Share of quoted analyst statements on real estate and real estate markets as investment objects
- Share of quoted analyst statements on all investment objects with topics focused on subjects other than prices and yields
- Share of quoted analyst statements focusing on events outside of the analyst firm's home market
- Share of quoted analyst statements focusing on the future

BASIS:

The award was based on the analysis of 184,854 quoted analyst statements in 12 business print media for the period July 01, 2012 through June 30, 2013.

Criterion 5: Share of coverage on gold

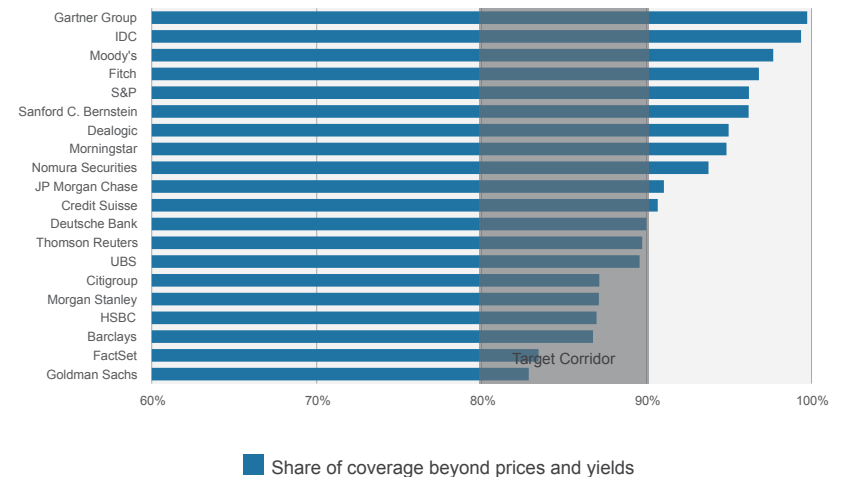
Analysts on gold



Basis: 176,404 quoted financial analyst statements in 10 opinion-leading business media, July 1, 2012 – June 30, 2013

Criterion 7: Share of coverage not on price/yield movements

Beyond price movements



Basis: 176,404 quoted financial analyst statements in 10 opinion-leading business media, July 1, 2012 – June 30, 2013

NGO Reputation Award

Step 1: nomination

The nominees who met Media Tenor's Minimum Visibility Threshold and whose message was thus able to reach the public are:

- ACLU
- American Enterprise Institute
- Amnesty International
- Boy Scouts of America
- Center for Responsive Politics
- Gift of the Givers Foundation
- Greenpeace
- Human Rights Watch
- Institute for Fiscal Studies
- International Committee of the Red Cross
- Institute for Supply Management
- National Rifle Association
- Peterson Institute
- Syrian Observatory for Human Rights
- Tax Policy Center
- The Brookings Institute
- Transparency International
- World Economic Forum
- Wikileaks

OUTLINE:

Non-governmental organizations, ranging from research institutes to humanitarian aid organizations, have become increasingly influential in world affairs. They often impact the social, economic and political activities of communities and nations as a whole, addressing various issues by different means. In a world in which the growing number of emergencies caused by conflict and natural disasters are matched by increasingly fierce competition for funds among other agencies, the media plays an important role in drawing attention to crises, generating sustainable political interest, and raising funds from public and private sources. Thus, the media is a critical component for building trust, communicating to selective stakeholders and stimulating public interest in sustaining the work of these organizations.

The evaluation of the Media Tenor NGO Image Award is based on an institute's ability to increase their impact via opinion-leading media in three main arenas.

Step 2: Calculating score of nominees

The criteria used for calculating the score of the nominees are:

Building Trust:

- Visibility/tonality on NGO operations/management
- Visibility/tonality on NGO services/innovation
- Visibility/tonality on NGO reputation
- Visibility/tonality on NGO engagement with publics

Influencing stakeholders:

- Share of voice of NGO/management
- Visibility of research
- Materiality (issues vs. operations)
- Global outreach (visibility in foreign media & global activity)

Maintaining or promoting a sustainable image:

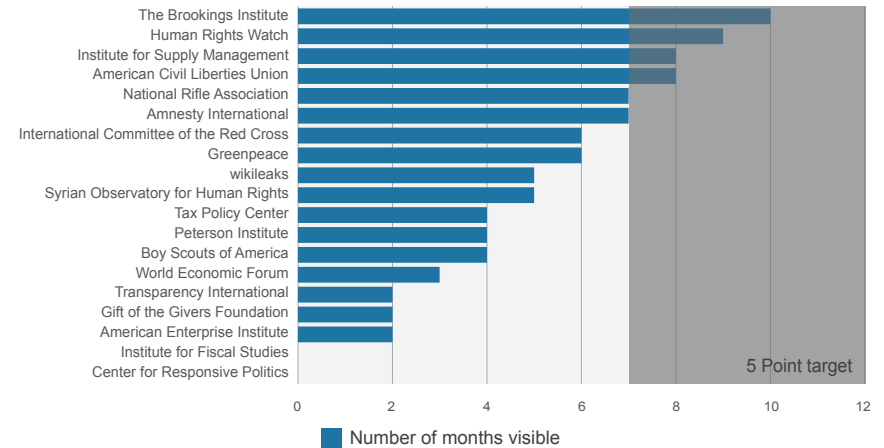
- Image on regulation/political framework/legal challenges

BASIS:

The award was based on the analysis of 548 reports on 13 international television news programs and 714 reports in three business print media for the period July 01, 2012 through June 30, 2013.

Criterion 1: Consistent visibility over time

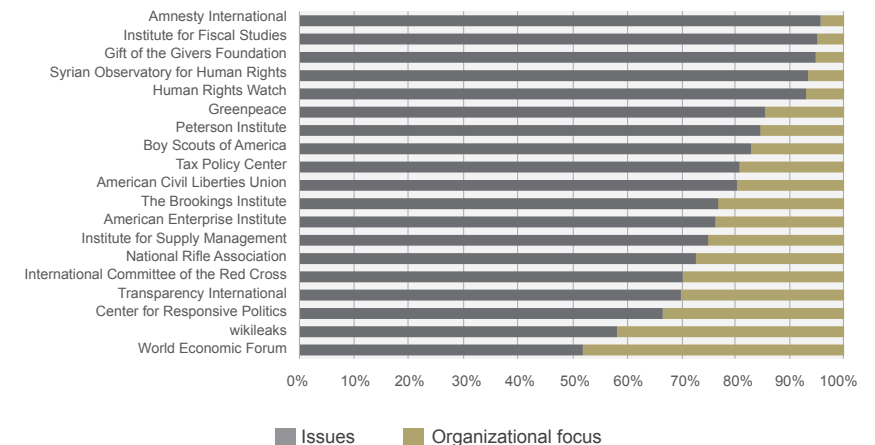
Visibility over time



Basis: 1,262 reports on 13 international TV news stations and 3 business print media

Criterion 8: Balance of materiality (issues vs. operations)

Materiality of media coverage



Basis: 1,262 reports on 13 international TV news stations and 3 business print media

University Reputation Award

Step 1: nomination

The nominees which were referred to regularly in opinion leading media are:

- University of California, Berkeley
- University of Cambridge
- University of Chicago
- Columbia University
- Duke University
- Georgetown University
- Harvard University
- INSEAD
- Johns Hopkins University
- London Business School
- London School of Economics
- Michigan State University
- Massachusetts Institute of Technology
- New York University
- University of Oxford
- Pennsylvania State University
- Stanford University
- University of Michigan
- University of Pennsylvania
- Yale University

OUTLINE:

Media shape the perception of the world: Universities and academic institutions accordingly depend to an increasing degree on sustainable media coverage. There is a growing demand for acceptance of science by society. Scientific institutions compete for public funding, researchers, teachers and students. Reputation is not restricted to the realm of science itself but must be generated and managed in a broader sense.

In the wake of the global financial crisis companies, politicians, parties, governments and whole countries have lost public trust. The helplessness of science in the face of man-made and natural disasters has shaken confidence in the expertise and integrity of universities as well. Winning back public trust is a paramount task for academics and academic institutions.

Moreover, the role of academic institutions is not confined to media coverage of the academic arena. Input from academics and scientists provide independent input into the public debate. This makes the use of academic sources and not only from the area of politics a criterion of quality journalism.

In the competition for public support and funding, scientific institutions have to move beyond the Awareness Threshold of the media, in order to demonstrate their capabilities and present a comprehensive picture of their goals and plans to the public.

Step 2: Calculating the score of nominees

The criteria used for calculating the score of the nominees are:

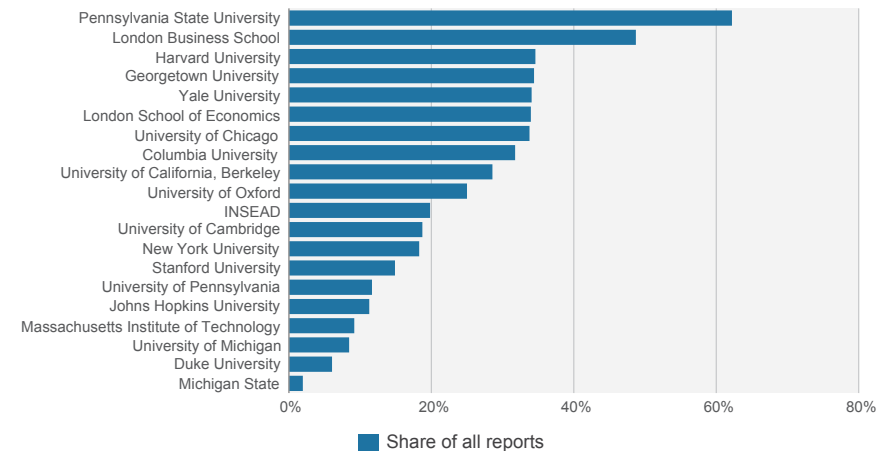
- Volume of coverage
- Tone of coverage
- Diversity of topics
- Presence of expertise quoted in the media
- Share of voice (share of stories based mainly on quotes from the organization)
- Share of forward-looking statements
- Share of key topics such as R&D, science, technology, innovation
- Volume of coverage of "products", e.g. teaching
- Share of presence in media other than local media

BASIS:

Media Tenor has tracked the coverage of internationally renowned universities in 17 German, British, French, Spanish, Italian, South African and US TV news as well as in Financial Times, Wall Street Journal and Les Echos in the period from July 2012 to June 2013. Out of all references to universities, 20 institutions were included in the analysis with a total data pool of 1,809 reports on universities.

Criterion 4: Presence of expertise

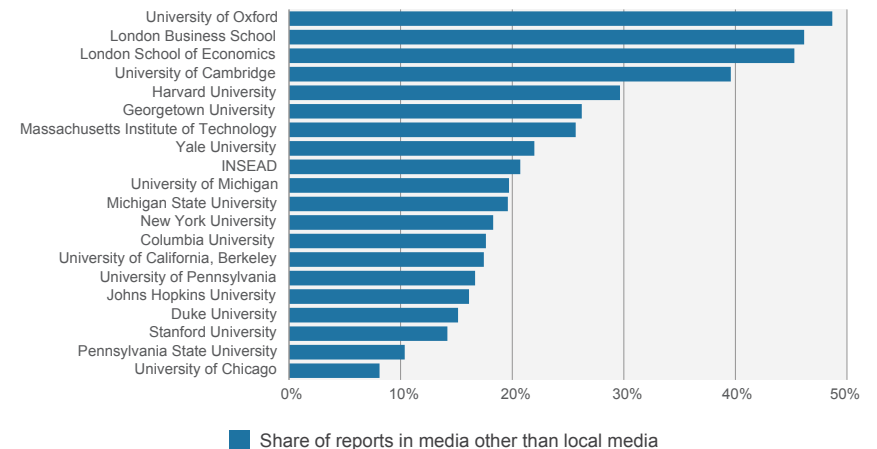
Presence of expertise quoted in the media



Basis: 1,809 reports (at least 5 seconds) in 20 media, 01/07/2012 – 30/06/2013

Criterion 9: Appearance in media other than local media

Share of reports in media other than local media



Basis: 1,809 reports (at least 5 seconds) in 20 media, 01/07/2012 – 30/06/2013

Economic Think Tank Award

Step 1: nomination

The nominees which were referred to regularly in opinion leading media are:

- ifo Institut für Wirtschaftsforschung
- Deutsches Institut für Wirtschaftsforschung (DIW)
- Rheinisch-Westfälisches Institut für Wirtschaftsforschung (RWI)
- Hamburgisches Weltwirtschaftsinstitut (HWWI)
- Institut für Wirtschaftsforschung Halle (IWH)
- Institut für Weltwirtschaft (IfW)
- Institut der deutschen Wirtschaft (IW)
- Zentrum für europäische Wirtschaftsforschung (ZEW)

OUTLINE:

In times of crisis, economic think tanks are very much in demand, but their role is much more disputed than in times of “business as usual”. News media are the most important channel for economic research institutes to transport their messages to the public – and to the relevant people in politics and business. The heads of the institutes play a prominent role in the communication activities. Different opinions on the worldwide financial crisis and uncertainty regarding future developments have not left the group of economists unscathed. Their reputation has been damaged over the last several months. This makes it even more important to regain trust. Only some economic think tanks are successful in communicating their scientific analysis and recommendations to a wide range of media – from TV news to the daily and weekly press, in order to generate a sustainable media image.

Step 2: Calculating the score of nominees

The criteria used for calculating the score of the nominees are:

- Volume of coverage
- Tone of coverage
- Personalization (share of stories focusing on senior management)
- Tone of coverage of senior executives
- Share of voice (share of stories based mainly on quotes from the organization)
- Diversity of topics
- Key topic: Employment
- Key topic: Economic situation/economic policy
- Key topic: Business climate
- Key topic: Energy/environment
- Key topic: Education
- Key topic: Euro crisis/EU politics
- Share of interviews and opinion pieces
- Balanced media presence
- Share of forward-looking reports

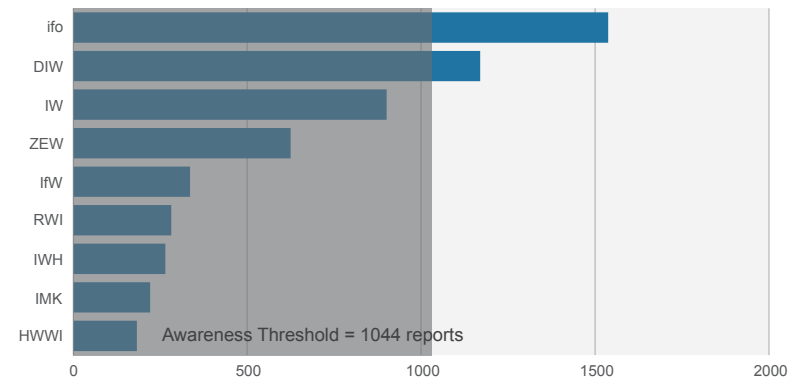
BASIS:

Media Tenor has tracked the coverage of German economic think tanks in German print media and TV news in the period from July 2012 to June 2013. The basis of the Media Tenor Award for economic think tanks is all passages of at least five lines or five seconds in length in 40 German media plus FT. Subject of the analysis of print media were the politics and business sections. TV broadcasts were analyzed in their entirety.

The total data pool for the analysis consisted of 5,521 reports about German economic think tanks.

Criterion 1: Volume of coverage

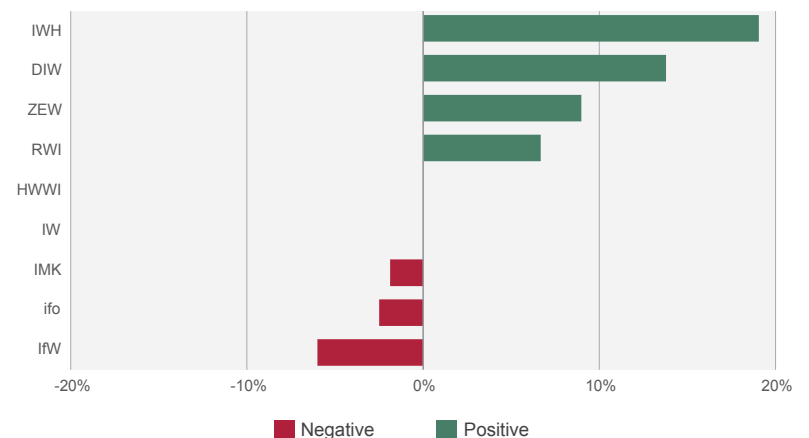
Overall visibility



Basis: 5,521 reports (at least 5 seconds) in 40 media, 01/07/2012 – 30/06/2013

Criterion 4: Evaluation of representatives

Tone of coverage of senior executives



Basis: 5,521 reports (at least 5 seconds) in 40 media, 01/07/2012 – 30/06/2013

Agenda Setting Theory Award

W. Russell Neuman

Celebrating 20 years of success at Media Tenor would be incomplete without honoring the landmark research of W. Russell Neuman, who was the first scientist to discuss the need for establishing “Awareness Thresholds” in Agenda Setting research back in 1989.

Recognizing that the theoretical models established for understanding the Agenda Setting process fell short of accounting for the dynamic and context-dependent phenomenon of real-world cues and individual experiences, Neuman questioned the status quo of media research. He understood that media agendas change over time, that both media and the public respond to real-world cues and experiences outside of mainstream platforms, and that the types of issues discussed in the media

have unique Agenda Setting effects. Thus, Neuman’s benchmark study featured in Public Opinion Quarterly in 1990 titled “The Threshold of Public Attention” was the first of its kind to measure the early stages of public awareness and the need for a “critical mass” or threshold to move a matter of private concern to a public, political issue.

Understanding and working with Awareness Thresholds has been a core tenet of Media Tenor research for the past 20 years and has been relevant to understanding what moves and shapes public opinion on a variety of issues. Neuman’s work has proved an invaluable asset to advancing research and continues to be relevant today. It is with great honor that Media Tenor awards Neuman with this year’s Agenda Setting Theory Award.

W. Russell Neuman is currently the John Derby Evans Professor of Media Technology at the University of Michigan. He received a Ph.D. and M.A. at the University of California, Berkeley Department of Sociology as well as a B.A. from Cornell University’s Department of Government. He has had an extensive teaching and

research career at Yale University, MIT, University of Pennsylvania, and the University of Michigan and has published numerous articles on the topic of telecommunications, digital media and politics, exploring the connections and effects they have on one another.



Special Award: Human Trafficking

For the second consecutive year, Media Tenor is giving a special award to the issue of Human Trafficking, which remains one of the biggest yet elusive problems in modern day history.

Rather than give a special award to one organization in hopes of seeing them improve their media image, Media Tenor decided to take on the responsibility of change by selecting a relevant topic that has been ignored by media around the world. Last year Media Tenor initiated this change and brought attention to the trafficking industry and the lack of general public awareness, despite commendable efforts from leading NGOs, governments and human rights groups. Although Media

Tenor is pleased that in the last year media coverage of the issues has nearly tripled, media reporting remains critically low in media which has the capability of breaking the attention barrier for issues of low salience and influencing public attention to matters that are little known outside of NGOs and activist circles.

Media Tenor will continue to give this special award to human trafficking each year until our goal of breaking the awareness threshold is reached and we are one step closer to sparking meaningful debate on problems and efforts to implement meaningful solutions on a global scale. In case of success, Media Tenor will go back to selecting a new topic each year.



Joerg Eigendorf: Die Welt

Eigendorf is chief editor of the investigative team of the Die Welt group in Germany, recognizing the importance of trafficking.

Q: Why are you taking the risk covering human trafficking?

JE: We don't regard this as a risk but as a responsibility. Human trafficking is the root of modern slavery which has to be combatted by all means. Independent journalism has an important role to play in this battle.

Q: What are the key issues your team is facing?

JE: It is very difficult and dangerous research to bring light into this complex system. This is a very profitable and cynical "business" and the people behind it don't hesitate to use illegal means in

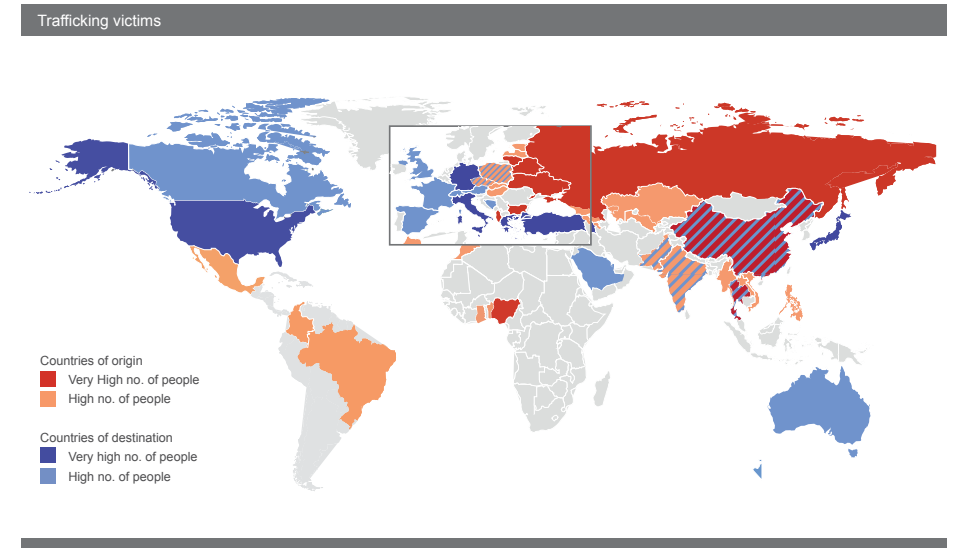
order to keep risks away. So the biggest challenge is to find victims willing to talk to us without bringing them into danger. It's even more challenging to talk to those who profit from human trafficking. But this is necessary to understand the business.

Q: How do you convince your Editor-in-Chief to keep the momentum going on the issue?

JE: Since we published our first profile story on trafficking in September 2010 we have received a lot of recognition, awards, and support for our reporting on human trafficking. I get all the support necessary from my colleagues on the Editorial Board.

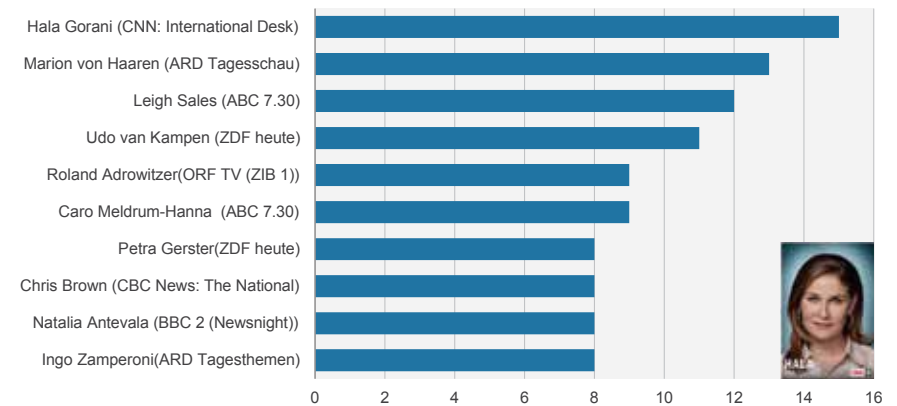
Media rarely reflect the reality of global trafficking activity

Concentration of trafficking activity by origin and destination country



CNN's Hala Gorani improves awareness of issues

German and Australian journalists also show initiative



■ Number of reports

Basis: 305 reports Jan.-Aug. 10, 2013 on international TV





Martin Kasik, **Pianist Extraordinaire**

In celebrating 20 years of Media Tenor, it is apt that Martin Kasik, one of the foremost Czech pianists of the present day, will provide our musical interludes. Martin and Roland Schatz, CEO of Media Tenor/InnoVatio, met almost 20 years ago in Ostrava when Martin was a 17 year old student at the Janacek Conservatory. After hearing Martin play, Media Tenor/InnoVatio was so excited by his performance that we offered him a CD recording, as well as the opportunity to play at the upcoming International Agenda Setting Conference. Since then we have closely followed Martin's career and have met up again on various occasions in Europe and the USA.

Martin Kasik has devoted himself to playing the piano since the age of 4. He studied with Monika Tugendliebová at the Janáček conservatory in Ostrava, and subsequently with Ivan Klášný at the Academy of Music and Performing Arts in Prague. Martin has been the recipient of a number of prestigious awards, and has to his credit laureateships from the 1998 Prague Spring International Music Competition, the 1999 Young Concert Artists Competition, the 2000 Davidoff

Prix and the 2002 Harmonie Magazine Award, amongst others.

Martin Kasik has played in many of the world's premiere concert venues, including the Berlin Philharmonic Hall and the Kennedy Center in Washington, D.C. As a soloist, Martin has appeared with, among other orchestras, the Chicago Symphony Orchestra, the Minneapolis Symphony Orchestra and the Helsinki Philharmonic Orchestra. Martin has regularly worked with the Czech Philharmonic Orchestra and the Prague Symphony Orchestra, which he accompanied on their respective tours of the United States and Japan. In 2008, Martin was appointed President of the Chopin Festival in Mariánské Lázně. Since 2009, he has also taught piano at the Prague Conservatory.

Martin's discography comprises 10 CDs for the Supraphon and Arco Diva labels.

We are extremely happy that Martin could join us in celebrating our 20th anniversary and we wish him all the best with his future endeavours.



Media Tenor Advisory Board

From its inception, Media Tenor institute for content analysis has continuously developed new ways of improving media research. Media Tenor incorporates the support and expertise of the academic community in developing and refining its methods. The close contact between both parties has been essential in maintaining the exceptional accuracy of our media analysis.

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